

shift



Enterprise 2.0

The Collaborative Technologies Conference

People: The Ultimate Mashup



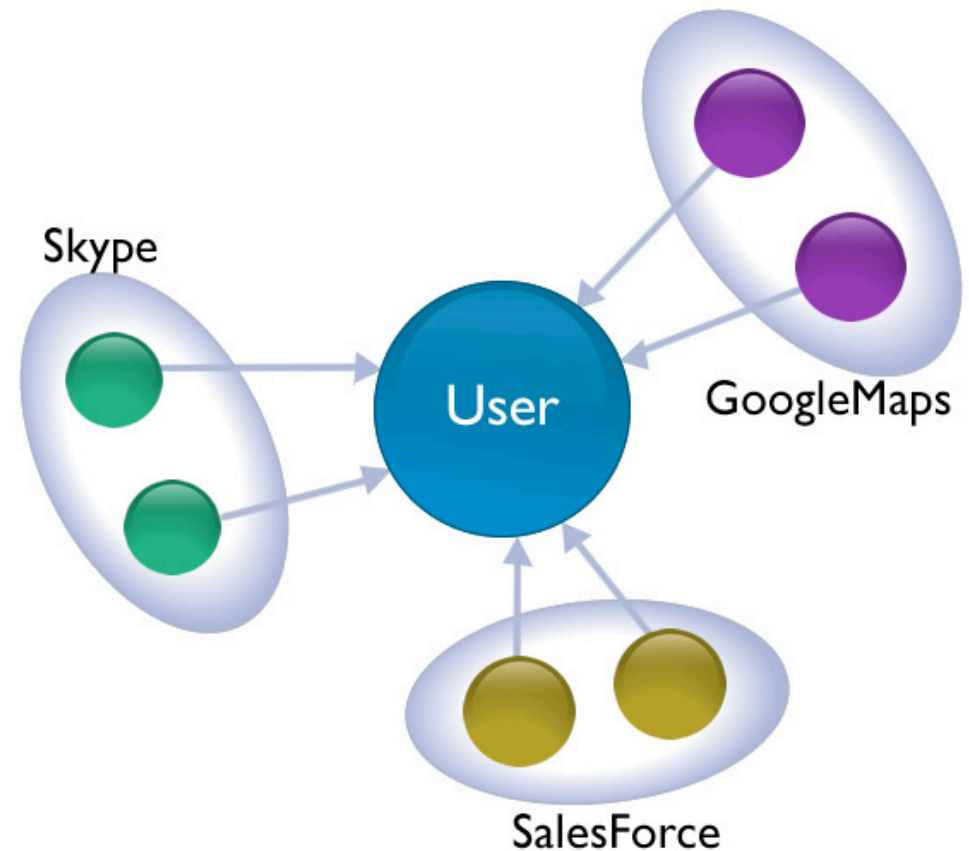
Near-Time

- Cross-Organizational Collaboration
- Web 2.0 Platform for SMB & LOB
- Thousands of organizations in over 40 countries
- Powering data mashups content exposed through RSS and Atom
- Developing federated identity solutions to enable people mashups



Data Mashups

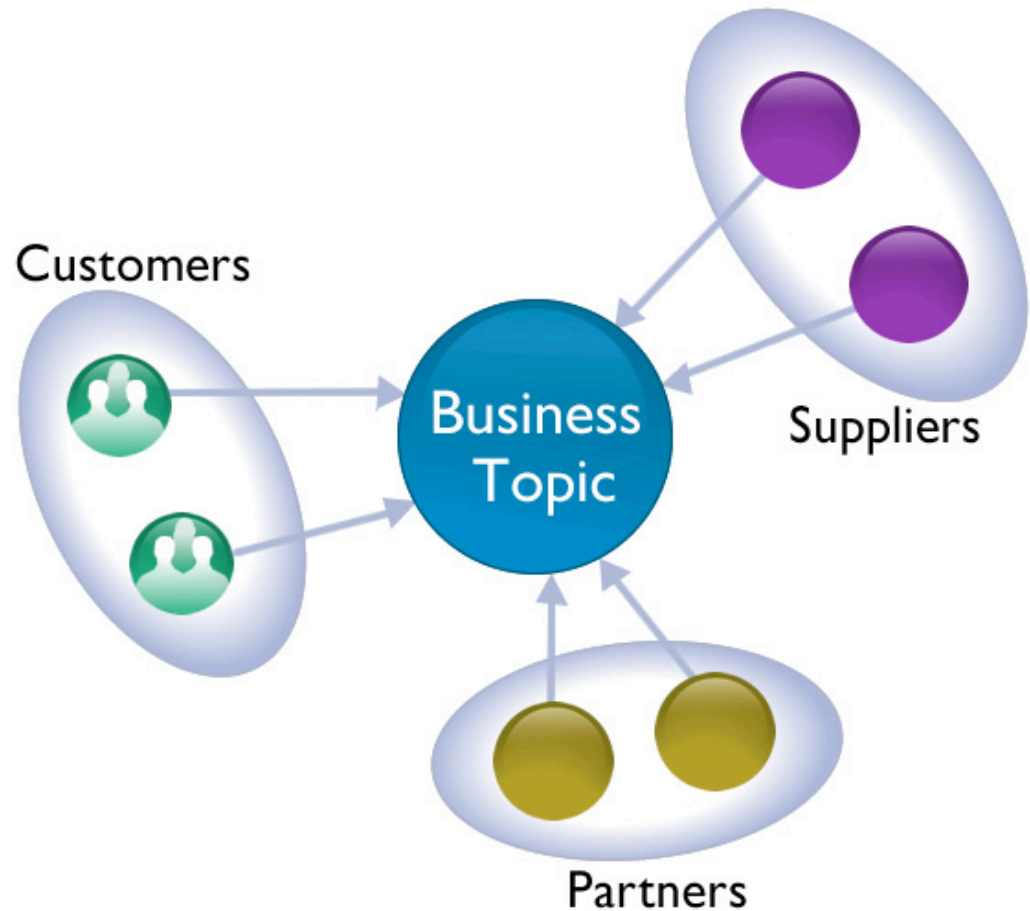
- Integrating information across systems and services





People Mashups

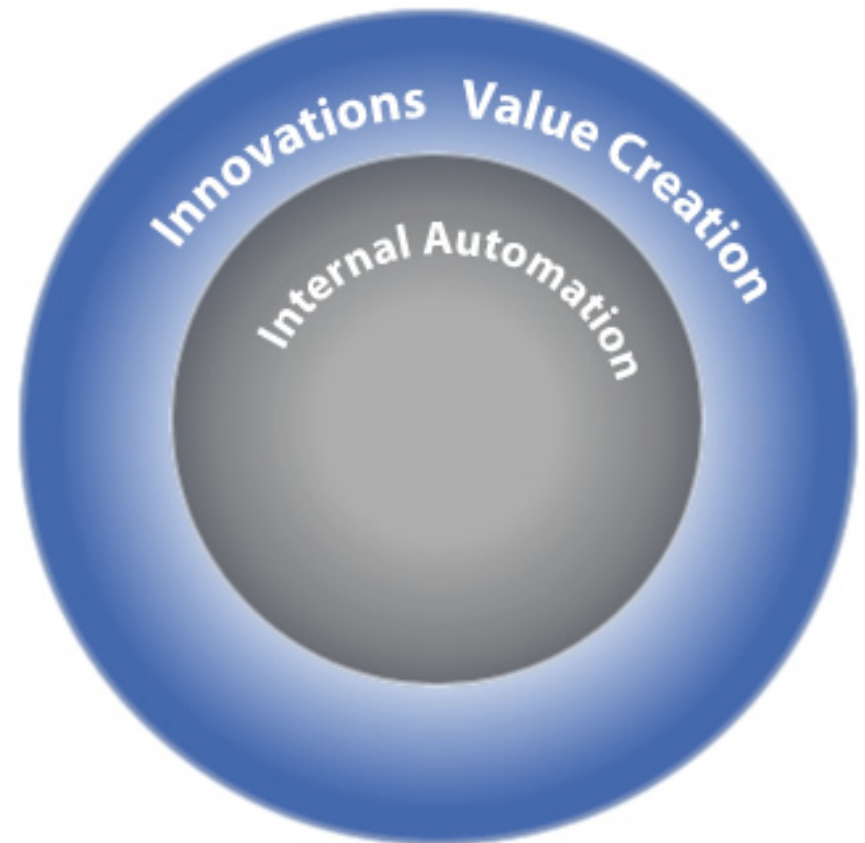
- Bringing people together across organizations





Life on the Edge

- The edges of an organization is where tomorrow's value is created
- Almost no infrastructure
- Email predominates, yet broken





Crossing the DMZ

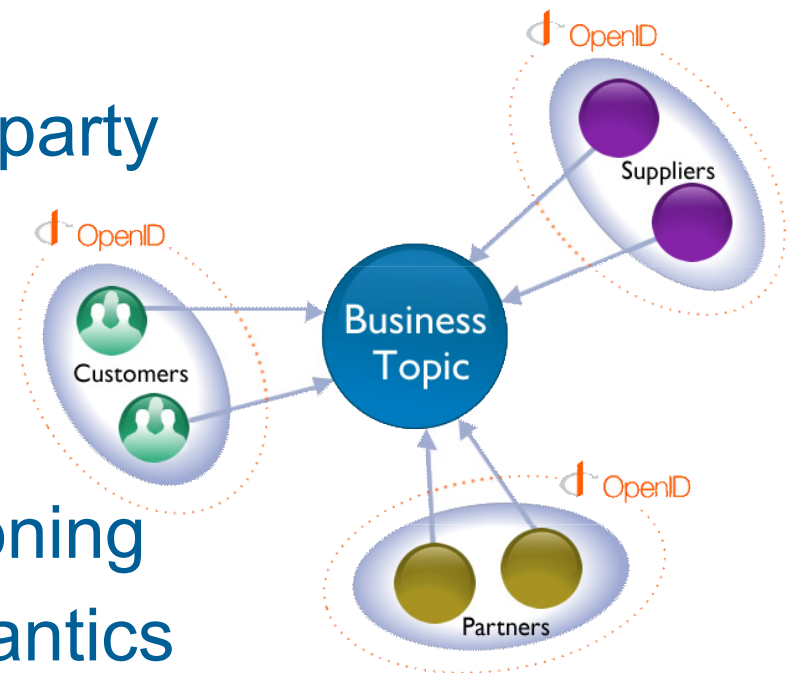
- Can't be behind everyone's firewall
- Must accommodate small and large players
- Must accommodate dynamic, ad-hoc relationships
- No single authority
- Requires federated notion of identity





Trust but Verify

- Leverage Open ID
- Supports diverse needs
 - use our service or 3rd party
 - use internal LDAP, etc w/ Open Id gateway)
 - mix and match
- Support dynamic provisioning
- Extending for group semantics





Identity Chains

- Leverages Open ID delegation
- Travel Personae to identity

